

# The Daily JL Roar

N° 1 - April 2024

FROM NYC TO THE WORLD

The 10<sup>th</sup> Anniversary Edition

TRENDS

## Kika Superstar

The stylish canine and star of some of Jimmy Lion's most beloved designs takes over Broadway with a new show... [PAG.16]

ART

## Roar As You Are

Betting first on creativity and originality, Jimmy Lion redefines its Social Mission to level the playing field for artists everywhere... [PAG.18]

DEBATE

## With or Without

Studies have shown that the vote is split evenly between those who prefer to sleep with and without socks... [PAG.18]



# JIMMY LION TURNS 10!

## From NYC to the World: The Iconic Sock Brand Celebrates 10 Years of Creativity

With 5 million pairs sold, over 350 premium-quality designs and countless adventures later, the NYC-founded brand – famous for revolutionizing the sock world – goes all out to celebrate its tenth anniversary.

With its sights set on launching exciting new product lines, expanding its social mission

and further underscoring its commitment to sustainability, Jimmy Lion can't wait to unveil what's in the works. But first, join the creative brand as it looks back at some of the highlights of the last ten years.

The brand's mission – *to inspire people to dress from the feet up by offering one-of-a-kind premium-quality socks at a reasonable price* – has expanded over the years to not only encompass its growing product line, which now includes unisex tees made with 100% organic cotton and technical Performance socks for runners and cyclists alike, but to also underscore Jimmy Lion's commitment to giving back: through its redefined social mission and long-term sustainability goals. By increasingly opting for more sustainable materials like

organic cotton, recycled wool and ECONYL® regenerated nylon, Jimmy Lion reaffirms that materials matter. From your favorite pair of socks to your go-to tee, Jimmy Lion's future is bright!



# From Banking to Premium Quality Socks and Beyond

Born in NYC, Jimmy Lion has shown time and time again that where creativity and quality meet, there's a way.

The year? 2014. Fully immersed in their MBA program at NYU, and with a background in finance, friends Álvaro and Felipe noticed a huge gap in the accessories world. No matter where they looked, they couldn't find original quality socks. And, that, dear friends, is how Jimmy Lion was born.

Then and there, the duo decided to dive into the wide wild world of the often forgotten accessory. Methodically working from the

ground up, the two built Jimmy Lion on a solid foundation of creativity, quality, sustainability and giving back.

From that original goal of offering original premium-quality socks at an affordable price, the NYC-founded brand has stretched its feet internationally to include an ever-growing list of thoughtfully and responsibly-produced originals like tees, technical running socks, seasonal sweatshirts, elevated basics and more.



JIMMY LION GOES INTERNATIONAL!  
FROM TRADE SHOWS TO EXPANDING  
ITS SERVICES TO OVER 40 COUNTRIES  
WORLDWIDE THROUGH ITS ONLINE STORE.

## 2016



## 2014

TWO FRIENDS LEAVE BANKING & LAUNCH  
JIMMY LION, PACKING THE FIRST ORDERS  
OUT OF THEIR NYC APARTMENT.



A YEAR OF FIRSTS! FROM THE FIRST COLLAB  
TO OPENING ITS FLAGSHIP STORE IN  
MADRID & HITTING 100K ON INSTA,  
IT'S A YEAR FOR THE BOOKS!

## 2018



COMMUNITY & RESPONSIBILITY FIRST:  
JIMMY LION REDUCES PLASTIC PACKAGING  
& COLLABORATES WITH NON-PROFIT,  
AURA FOUNDATION, TO SUPPORT THEIR  
SOCIAL AND PROFESSIONAL INCLUSION PROJECTS.

## 2019

FIRST WAREHOUSE!  
THE BRAND OPENS ITS OWN WAREHOUSE  
IN A STRATEGIC LOCATION TO STREAMLINE  
PRODUCTION & LOGISTICS.

## 2021



RECORD-BREAKING COLLABORATION!  
JIMMY LION LAUNCHES ITS DEBUT ARTISTIC  
COLLAB WITH THE BASQUIAT X JIMMY LION  
COLLECTION - THE BRAND'S BEST-SELLING  
COLLAB TO DATE!

## 2022



THE BEST IS YET TO COME!

## 2024



# Better Together

Supporting Our Community One Step at a Time.

If there's one thing Jimmy Lion has had clear since the beginning, it's that giving back is just a fundamental part of its DNA as creativity.

In 2017, the sock brand officially partnered for the first time with The Fundacion Garrigou which supports children with Down Syndrome. But that was just the beginning.

Combining two of its passions, creativity and giving back, Jimmy Lion decided to create a special collection in 2019 benefitting social and professional inclusion efforts alongside Aura Foundation.



“Giving back is just a fundamental part of Jimmy Lion’s DNA as creativity.”

In the years to come, Jimmy Lion would also join multi-brand retailer, El Corte Inglés, to support their annual fundraising race, La Cursa.

Diversifying its support to touch all topics close to its heart, Jimmy Lion also worked alongside the Seabin Project by committing to collecting 1.4 tons of marine debris through the sale of a specially-designed collection.

When 2020 hit, Jimmy Lion stepped up to do its part and encourage medical teams by donating over 10,000 pairs to more than 70 hospitals.

In the following years, the brand has continued to

give back. Whether it was teaming up with Estée Lauder Companies’ Breast Cancer Campaign in Spain to donate 100% of the proceeds from the October sales of pink socks to support breast cancer research, or by donating a portion of the proceeds of the Dog Days Collection to Wild at Heart Foundation’s homing and vaccination of stray dogs – Jimmy Lion’s commitment to its community has held strong.

In the coming months, Jimmy Lion is excited to announce a new cause that joins all of its founding principles.

So stay tuned!



# A Wild Ride: Jimmy Lion’s Long-Term Commitment to Sustainability

An equally-present part of Jimmy Lion’s DNA since day one is a **commitment to responsible and increasingly sustainable production**. Aware of the realities of running a business in the fashion industry, Jimmy Lion is committed to finding real-world solutions to help get it closer to its long-term sustainability goals.

## Materials Matter

Over the years its team has actively sought out more sustainable options. From 100% organic cotton to increasing the use of recycled materials, with each Jimmy Lion hopes to move closer to its long-term sustainability goals.

### Organic Cotton

Over the years Jimmy Lion has increased the use of this game-changing material in its designs. Certified organic cotton undergoes **rigorous testing** for Genetically Modified Organisms (GMOs) and to make sure that it is **free of harmful pesticides**. Another benefit is **traceability**. From the field to the shop floor, certified organic cotton fibers are tracked throughout the chain of custody to help guarantee more responsible production. This traceability helps to ensure **safe & fair working conditions** for both cotton producers and textile workers, contributing to a more sustainable and just industry.

“Jimmy Lion is constantly working to strike a balance between creativity and more responsible design.”



Recycled wool also helps reduce the environmental impact when compared to the production of its virgin counterpart<sup>2</sup>.

### Durable Packaging

The products themselves are one facet of sustainable design, the **packaging** is another. Since day one, Jimmy Lion has prioritized using durable, conscientiously-designed packaging made from certified FSC paper materials. Going forward, and after diving deeper into the world of sustainability, the brand’s packaging has evolved, but always with durability and responsibility in mind.

## The Journey Unfolds

**2014:** Ensured safe & dignified working conditions by selecting the highest-quality factories in Europe.

**2019:** Reduced the use of plastic in the preparation of orders.

**2019:** Introduced packaging made with FSC-certified paper materials.

**2021:** Strategically located Jimmy Lion’s first warehouse in close proximity to factories to help reduce the impact of transportation during production.

**2022:** Launched first collection of Casual socks integrating organic cotton into the designs.

**2023:** Debuted Performance technical running & cycling socks made with regenerated nylon (ECONYL®).

**2023:** Released first line of tees made with 100% organic cotton.

**2023:** Introduced recycled wool into the Premium Winter Collection.

**2024:** ...The best is yet to come!

These actions have evolved over the years, but one thing has remained constant: Jimmy Lion’s commitment to long-term, real-world sustainability and durability. Stay tuned!

### ECONYL® Regenerated Nylon

Innovative materials like ECONYL® regenerated nylon have the potential to create a more sustainable fashion future. For its Performance line of technical running and cycling socks (pictured above), Jimmy Lion turned to this **100% regenerated nylon** which is made from **salvaged nylon waste** – like fishing nets, fabric scraps, carpet flooring and industrial plastic. As durable as brand new nylon, it can be recycled, recreated and remolded again and again!

### Recycled Wool

Responsible design and better materials must go hand in hand with the highest quality. Recycled wool combines the best of both worlds: a reduced impact (versus the production of its virgin counterpart) and premium quality. By optimizing pre-existing textiles, the use of recycled wool helps reduce the amount of textile waste otherwise destined for landfills.

<sup>1</sup> 'Aquafil Sustainability Report 2021'.

<sup>2</sup> 'Green Company 3C'.



# ROAR AS YOU ARE: 10 YEARS OF UNBRIDLED CREATIVITY

10 years and over 350 of the most original designs later, Jimmy Lion (and its bold new lion head) is here to stay. Discover some of the brand's best-selling designs below!



Fox  
Frogs Dogs  
Giraffe Black Sheep  
Flamingo Mushrooms  
Birds and Lemons  
Insects Penguins Lollipops Queen of  
Hearts Raining Cat Space Cat Artist Cat Gentle Cat  
Galaxy Hedgehog Ghosts Owls Bees Monkeys &  
Bananas Koalas Athletic Lucky Cat Premium  
Winter Rec Athletic Sushi The Dreamer The  
Ticket Seller The Fighter The Chef Athletic Lion  
Wine Athletic Burger Skulls Chillies Whales Bacon  
Beach Athletic Tasty Palm Death Beach Lifeguard Dog  
Performance Leopard Rooster Head Performance Panther Winter  
Pretzel Winter New Yorkers Strong Man Gingerbread Space Rocket  
Sharks Sailboat Racing Monkeys Killer Whales Winter Burger Bloody  
Mary The Crab Sandwich Burger Noodles Manhattan Drink Pizza  
The Empire of Hot Dog Hitchcock Knife Athletic E.T. Be Good  
Where's Wally Athletic Felix The Original Jaws Shark Attack  
The Extraordinary Pack Athletic Felix Smile Felix Check Felix  
Wonderful KH Basquiat Pez Dispenser KH Clockwork Orange  
Poster KH Ribbed Athletic KH Bolt Eyes Camille Ophelie Selene  
Sun & Moon Mouth Chloe Rollin' Ice Cream Amelie Sophie Athletic  
Basquiat Batman Basquiat Sugar Ray Robinson Athletic Frida Kahlo Viva  
Mexico Frida Viva la Vida Athletic Frida Calavera Frida Catrina Athletic  
Frida Pack Athletic Jethro Pattern Athletic Forever Always Athletic Giant  
Heart Athletic The Shining Athletic Basquiat Crown Clockwork Orange  
Pattern Clockwork Orange Poster Kubrick Pack Athletic Jaws  
Athletic ET Flying Bicycle Athletic Wally Athletic E.T. Phone  
Home Wally & Friends Athletic Essentials Lion Mahou Bears  
The Photographer Wally Your Stripes Cranes Jaws Sharks Festival  
Human Cannonball Dracula The Fisherman Hippos Reef Universal  
Monsters Pack Galaxy Pack KH Tequila KH Santa's Stuck Wally's  
Pup Kangaroo The Gardener Hitchcock Knife Mahou Skyline  
Horses Circus Tent The Intellectual Jaws Underwater Boomerang  
Hare Head Crest Sumo American Dream Athletic Hitchcock  
Vertigo™ Athletic Hitchcock Athletic Doc  
Athletic Triceratop Athletic Monkey Athletic  
Katana Flamingo Tiger Clock Tower Camo Time  
Machine Winter Fawn Flying Ducks Jurassic  
Dilophosaurus Jaws Amity Island Winter Love NY  
Duck Head Winter Bear Winter Pepperoni  
Tuna Acqualung Ribbed Flamingo  
Ribbed Roller Girl  
Mahou Beers No  
Show Kids  
Minions



**JIMMY LION**



# Jimmy Lion's First Orders

In true startup fashion, the iconic accessory brand ran all operations from the co-founders' NYC apartment. Everything from strategy, marketing and logistics – warehouse included – all started here!

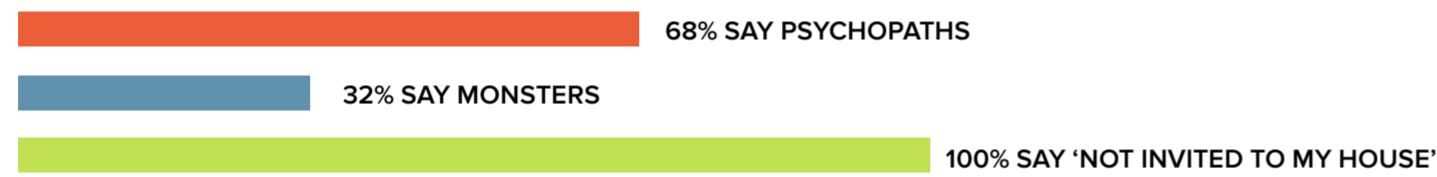
Since 2021 however, Jimmy Lion has operated out of its very own warehouse. Clocking in at over 2,000 m<sup>2</sup>, there's more than enough room to manage up to 10,000 orders each day. Located in Spain, in close proximity to production in nearby Italy and Portugal, among others, this strategic hub not only streamlines logistics, but also reinforces the brand's commitment to sustainability by reducing transportation from our factories.



Above, 2014: Straight from the factory, these are the very first designs received from the factory, ready to be packed and sent to their new home.

## THE RESULTS ARE IN!

POLL REVEALS PEOPLE WHO DON'T WEAR SOCKS WITH SHOES ARE:



# The Retail Adventure: Jimmy Lion Opens Its First Store | 2018

In an exciting move, Jimmy Lion shifts its focus away from its booming online sales channel to open its flagship store in the Spanish capital.

Located on one of Madrid's most iconic streets, Calle Fuencarral, the spacious store allowed, for the first time, trendsetters everywhere to interact with their go-to sock brand in real life!

Over the last six years, the flagship store has evolved alongside the brand. The space transforms and now, to meet the growing product lines, includes spacious dressing rooms so the fashion savvy can try on their faves before taking them home!



Jimmy Lion's flagship store on one of the most bustling streets of the Spanish capital, Calle Fuencarral 69.



# A Look Back at Jimmy Lion's First Celebrity Sighting: Paul Dano

The year is 2015: Jimmy Lion is one year old and thrilled to see that its originality and quality is catching on.

The proof? Its first celebrity sighting. Enter Paul Dano. The actor wore one of the brand's first iconic designs, Farmer, at the Toronto International Film Festival for his film, *Love and Mercy*.

The first, of many, to come!



2015: Actor Paul Dano wearing Jimmy Lion's Farmer socks to the premiere of his film *Love and Mercy* at the Toronto International Film Festival.

# Creativity & Quality First



Jimmy Lion's product design team hard at work on its first collection of textured socks.

One of the core tenets of the brand's DNA, and what has always set it apart is its off-the-charts creativity and unparalleled quality. Since its founding, Jimmy Lion has recognized the importance of letting the creative juices flow. Because when it comes down to it, that's what really resonates with people. From the first best sellers like Flamingo to more recent hits like Dog Days' personified canines, creativity has always reigned supreme.

**A little bit of wildness.  
A little crazy.  
Unique designs.**

Of course, originality must go hand in hand with made-to-last quality. So the brand has always done exhaustive searches for the highest-quality materials. Coupled with the best, family-run factories in Europe, and the rest, as they say, is history.



# JIMMY LION'S ATHLETIC ESSENTIALS: THE PERFECT DESIGN TO CELEBRATE THAT #JIMMYTURNS10

Fresh out of the oven, Jimmy Lion's debut collection of elevated basics, Athletic Essentials, is reinventing wardrobe staples around the world. Each pair of this premium-quality collection includes the brand's eye-catching new logo. From the bold new 'JIMMY LION' to the iconic lion's head, these socks embody everything that the NYC-founded brand represents as it celebrates ten (read it: TEN!) years!



**“Made For Everyday Comfort & Everyday Style.”**

Made with 75% organic cotton, each pair was carefully designed for made-to-last comfort and effortless style for day-to-day living.

Available in Mid-Calf and Quarter lengths, these elevated staples are sure to take over sock drawers everywhere!

## #JIMMYTURNS10 Special: Limited Edition Anniversary Patch

To celebrate ten years of originality, Jimmy Lion has gone all out with a special limited-edition anniversary patch!

Throughout the eight-day celebration, select Jimmy Lion Family members & fans will get the chance to take home one of these limited-edition patches.

Whether in-store, online or via Instagram, stay tuned for this and other exciting giveaways, Jimmy Lion Family!



# CHOOSE YOUR FIGHTER

Effortlessly cool designs inspired by New York City's best eats and some of pop culture's most iconic figures! From a NYC slice to everyone's favorite alien, discover this selection of some of Jimmy Lion's best-selling 100% organic cotton t-shirts!



**1** One slice of NYC pizza is worth two whole pies anywhere else. These are the rules. So when it came for Jimmy Lion to launch its debut tee collection, a hearty slice of 'za was a no brainer. Discover this original tribute to one of the Big Apple's most iconic eats.

**2** How long does it take to find everyone's favorite puzzle book character, Wally, in this original pocketed tee? Known by many names – Wally, Waldo, Charlie or Walter – this peek-a-boo t-shirt is an instant classic.

**3** *E.T. the Extra-Terrestrial* is an '80s classic for a reason. The beloved alien takes over this retro-cool tee. An influencer favorite, this beige design is as comfortable as it is timeless. Thanks to the regular fit, it's the perfect basic to wear all year long.

**4** Mint, a splash of tomato juice, celery and cheers! This fresher-than-fresh tee is as original as it is trendy. Featuring one of the most refreshing cocktails around, this spicy tee isn't for the faint of heart. Proceed with caution.

**5** Simple, elegant, classic – meet the Manhattan tee. Inspired by the equally timeless cocktail, this unisex t-shirt is equal parts effortless-cool and bite-me-fun. With a cheeky cherry on the front, this tee is sure to turn heads.

**6** Two words: Crab. Sandwich. This Red Hook classic is as iconic as it is original as it takes over this 100% organic cotton tee. With high-definition designs in vivid colors, this tee has quickly taken over trendsetters' closets everywhere.



# Jimmy Lion's Best-Selling Collaborations

Springing from its strong foundation as a creator of one-of-a-kind designs and unparalleled quality, Jimmy Lion took the leap into the world of collaborations in 2017 with the Mahou x Jimmy Lion Collection. The Madrid-based brewery, Mahou, is as iconic to the Spanish capital as Jimmy Lion is to the sock world. It was a match made in heaven.

## Blockbuster Collaborations

From '80s favorites like *E.T. the Extra-Terrestrial*, *JAWS* and *Back to the Future* to classics like Alfred Hitchcock's *Vertigo*™ or Stanley Kubrick's 2001: *A Space Odyssey*, *Full Metal Jacket* or *The Shining*, Jimmy Lion has just the thing for every taste.

**“Jimmy Lion took the leap into the world of collaborations in 2017 with the Mahou x Jimmy Lion Collection.”**

## Art for All

As of 2020, each year Jimmy Lion's creative team does an exhaustive search to bring one artist's creations to life, alongside their own original designs. From Jean-Michel Basquiat to Frida Kahlo to Jeremyville, each collection is designed in tribute to the artist's unique way of seeing and presenting the world in hopes of bringing ground-breaking art to the day-to-day.

And the best is yet to come!



Mahou x Jimmy Lion Collection



ynésuelves  
x  
JIMMY LION





# **JIMMY LiON**



**2014**

**2024**

**10th**  
**ANNIVERSARY**